



Data and Privacy File Guides

**Apple.com and Apple Store:
Apple.com Push Notifications**

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File name Apple Online Store Push Notifications.csv

File description This file contains data on the Apple.com notifications to which the customer's devices are subscribed.

Why Apple keeps this information This information is used to ensure notifications are sent only to customers who have subscribed to the communication that Apple is sending.

Field Name	Details
Category	Category of notification messaging to which an individual is subscribed
Subscription Status	Whether an individual is subscribed to a category of messages
Device	Device that has subscribed to a category of messages
Registration Date/Time(UTC)	Time at which a notification subscription was registered
Hashed Serial Number	The hashed serial number of the enrolled devices